


Promote Your Business

Understand the elements involved in promoting a business including sales promotion, visual merchandising, advertising, and publicity.

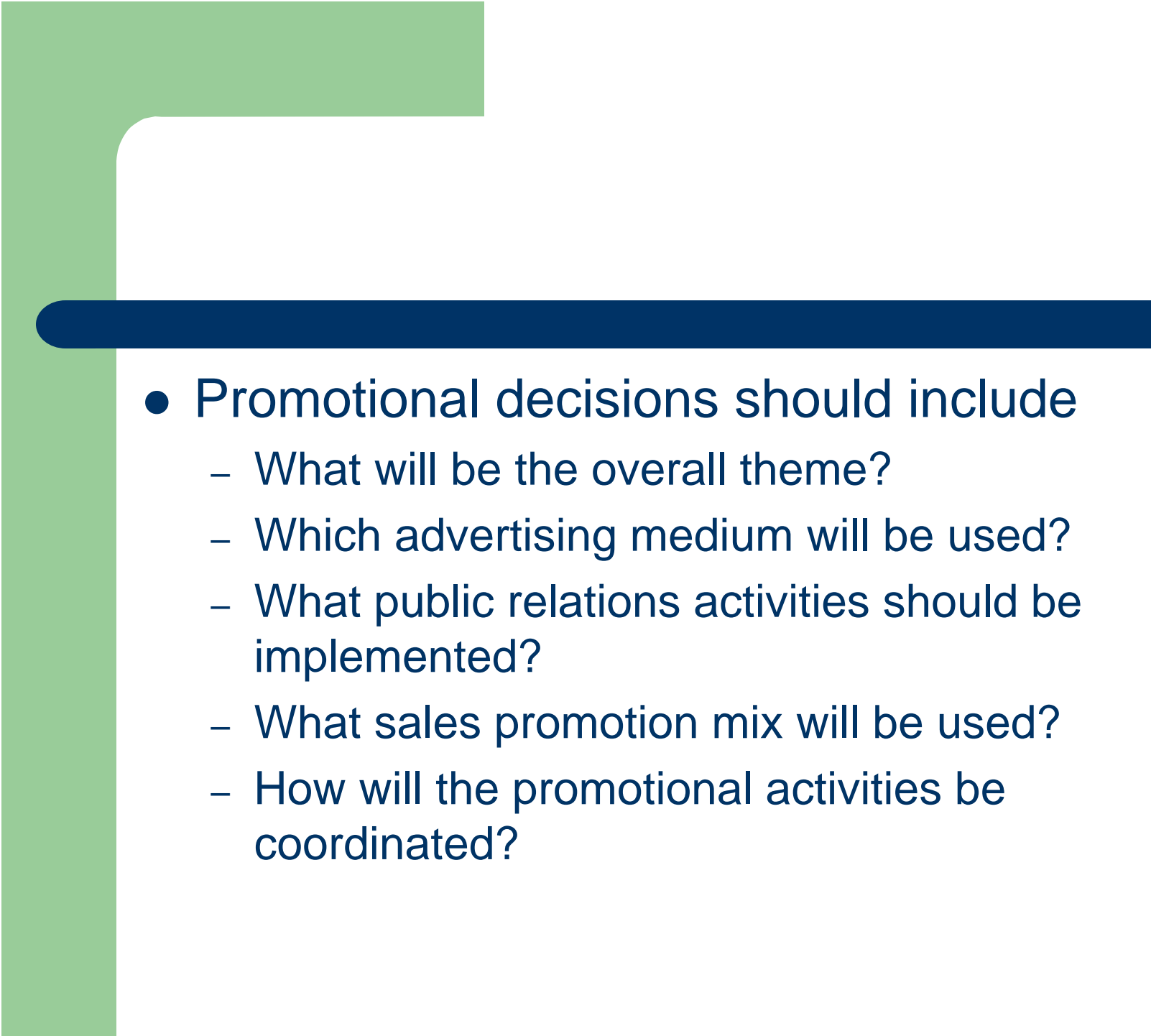


Sales Promotions

All marketing activities, other than personal selling, advertising, and publicity, that are used to stimulate consumer purchasing and sales effectiveness

Sales Promotion

- **Sales Promotion** – the use of incentives or activities to stimulate sales or increase customer demand or traffic.
- Types of sales promotions include
 - **Displays**
 - **Premiums** – anything of value that is given to the customer in addition to the customer's purchase.
 - **Rebates** – a return of part of the customer's purchase price
 - **Samples** – free trial-sized or travel-sized package
 - **Sweepstakes and Contests** – games used to get customers thinking and talking about the store's offerings
 - **Customer Loyalty Marketing** – program designed to build a long-term relationship between the company and its target audience
 - **Point-of-Purchase Promotion** – a display set up in the store to build traffic, advertise the product, or encourage impulse buying
 - **Special Promotions** - games, silent auctions, sidewalk sales, raffles, special events, coupons, taste tests, and grab bags

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- Promotional decisions should include
 - What will be the overall theme?
 - Which advertising medium will be used?
 - What public relations activities should be implemented?
 - What sales promotion mix will be used?
 - How will the promotional activities be coordinated?

Develop a Promotional Strategy



- When developing a promotional strategy for a business, you should consider the following:
 - Target Audience
 - Promotional Objectives
 - Selecting the Merchandise or Service to Promote
 - Promotional Mix – combination of personal selling, advertising, sales promotion, and public relations and publicity
 - Budget

The image features a large green shape on the left side, which has a white semi-circular cutout. The text "Visual Merchandising" is centered within this white area. A dark blue horizontal bar with rounded ends extends from the right side of the green shape across the lower portion of the slide.

Visual Merchandising

Visual Merchandising Concept

- **Visual Merchandising** – the presentation of the entire store and its merchandise in ways that will attract potential customers and motivate them to make purchases
- **Display** – the visual and artistic aspects of presenting a product to a select target audience

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- Visual Merchandising can
 - Improve your business's productivity
 - Boost sales per square foot
 - Generate a faster turnover rate
 - Sell more of your most profitable merchandise
 - Decrease markdown rates
 - Increase the amount of your average transaction

Elements of Visual Merchandising

- Visual merchandising is comprised of five components
 - **Store Image** – the overall look of a store and the series of mental pictures and feelings it evokes
 - **Storefront** – the store's sign, marquee, outdoor lighting, banners, planters, awnings, windows, and the building itself
 - **Store Interior** – must be cohesive with the storefront
 - Fixtures – permanent or movable store furnishings such as display cases, counters, shelving, and racks
 - **Store Layout** – the way the store's floor space is used to promote sales and provide customer service
 - **Interior Displays** – used to present merchandise, provide their client base with product information, reinforce advertising, create a favorable store image, and attract customers
 - Holiday or seasonal displays
 - Closed displays secure high-ticket items
 - Open displays allow customers to handle and examine merchandise
 - Point-of-purchase displays are designed to elicit impulse purchases

Planning and Executing a Display

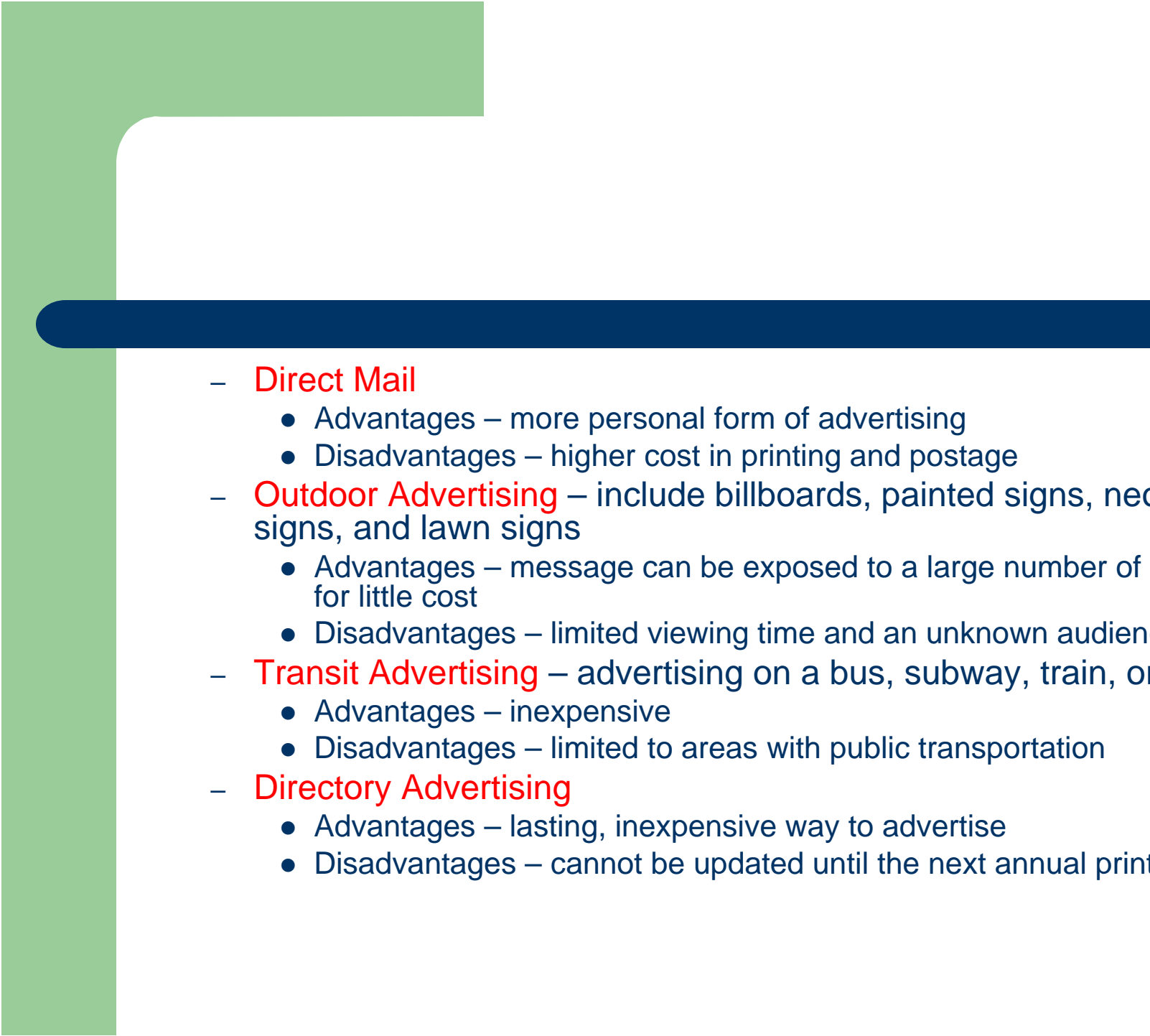
- Steps in Executing a Display
 - Selecting the Merchandise
 - Preparing the Merchandise
 - Developing Specific Displays
 - Selecting a Setting
 - Understanding the Elements of Display Design
 - Color, shape, texture, proportion, balance, motion, and lightening
 - Evaluating Displays

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Advertising

What is Advertising?

- **Advertising** – any form of impersonal, paid communication of ideas, goods, or services directed toward a mass audience by an identified sponsor. When developing an advertising plan, a business should consider the advertising objectives of the business.
- Types of Media
 - **Newspapers**
 - Advantages – reach a large audience for a small cost, can be placed on short notice, most useful for small stores
 - Disadvantages -- short life span, sent to many who aren't interested in the product or service
 - **Magazines**
 - Advantages – longer life span, better print quality than newspapers, can be customer specific
 - Disadvantages – requires a longer time period for placement of advertisement

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- **Direct Mail**
 - Advantages – more personal form of advertising
 - Disadvantages – higher cost in printing and postage
 - **Outdoor Advertising** – include billboards, painted signs, neon signs, and lawn signs
 - Advantages – message can be exposed to a large number of people for little cost
 - Disadvantages – limited viewing time and an unknown audience
 - **Transit Advertising** – advertising on a bus, subway, train, or taxi
 - Advantages – inexpensive
 - Disadvantages – limited to areas with public transportation
 - **Directory Advertising**
 - Advantages – lasting, inexpensive way to advertise
 - Disadvantages – cannot be updated until the next annual printing

- **Specialty Advertising** – small gifts that bear the store's name, logo, address, and telephone number
- **Television**
 - Advantages – most popular form of national advertising, can be audience specific
 - Disadvantages – most costly form of advertising
- **Radio**
 - Advantages – effective and economical way to reach a large number of people
 - Disadvantages – no visual involvement with customer
- **Online Advertising**
 - Advantages – expands business trading area
 - Disadvantages – Uncertainty of effectiveness, concerns about privacy issues

Develop an Advertising Plan

- Steps in developing an advertising plan
 - Identifying Objectives – should be specific, attainable, and measurable
 - Creating a Theme
 - Determining the Budget
 - Selecting a Media Type
 - Creating an Ad
 - Developing an Advertising schedule
 - Measuring the Effectiveness of the Advertising Plan

The image features a solid green background. On the left side, there is a large white semi-circle. To the right of the semi-circle, the word "Publicity" is written in a bold, dark blue, sans-serif font. Below the word, a thick, dark blue horizontal bar extends from the right edge of the green area towards the right side of the image.

Publicity

Characteristics of Publicity

- **Publicity** – any nonpersonal presentation of ideas, goods, or services that is not paid for by the business; can include news releases, press conferences, articles in newspapers, photos of special events, or interviews
 - Can create favorable or unfavorable images of the business
 - People believe publicity more often than advertising because they feel it is factual and objective
 - Can reach a large audience
 - Is used to provide the public with information, not to make sales

Planning for Publicity

- Create your own ideas to obtain publicity
- Choose the media
- Select a form of publicity
- Create a newsworthy message that is well written and appeals to your target audience
- Make sure the form of publicity chosen answers these key questions – who, what, when, where, and why
- Make the right contact at the particular medium in order to obtain publicity
- Evaluate the publicity plan

The slide features a large green rectangular area on the left side. A white semi-circle is cut out from the right edge of this green area. The text 'Other Promotional Ideas' is centered within this white semi-circle. A dark blue horizontal bar with rounded ends extends from the right edge of the green area, passing through the white semi-circle.

Other Promotional Ideas

Special Events

- Types of special events include
 - Seminars
 - Charitable Activities
 - Personal Appearance
 - Awards Show
 - Fund Raisers
 - Private Sale
 - Sampling
 - Demonstrations